WASTE WATCH
1994-2014
20th ANNIVERSARY

2014 ANNUAL REPORT

IWMC
ISLAND WASTE MANAGEMENT CORPORATION

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CHAIRMAN'S MESSAGE

Honourable Paula Biggar
Minister of Transportation,
Infrastructure and Energy
PO Box 2000
Charlottetown, PE C1A 7N8

Mark McLane
Chairman, IWMC

Dear Minister,

Enclosed, please find the Island Waste Management Corporation Annual Report for the fiscal year ended March 31, 2014.

IWMC is a PEI Crown Corporation whose mandate is to develop, implement, and operate a waste management system to serve Prince Edward Island.

The Corporation is dedicated to building on the successes achieved to date and to divert as many resources as possible from landfill. The Board of Directors, Management and Staff are committed to managing solid waste generated on PEI in an environmentally-responsible and cost-effective manner. Monthly board meetings are held to review operations and follow progress on new initiatives.

As my term as Chairman comes to a close, I would like to express that it has been an honour to serve PEI on the Board of Directors for Island Waste Management Corporation. Waste Watch, the 'made-in-PEI' solution of separation at source, has achieved remarkable success and is recognized as one of the best waste management programs in North America.

Sincerely,

Mark McLane, Chairman
IWMC Board of Directors

Board of Directors
as of March 31, 2014

Mark McLane	Chairman
David Arsenault	Secretary/Treasurer
Philip Acorn	Director
Marcella Carota	Director
Brian Douglas	Director
Laura-Lee Lewis	Director
Lester MacFadyen	Director
John MacQuarrie	Director
George Young	Director

Senior Management

as of March 31, 2014

Gerry Moore	Chief Executive Officer
Sheri Taylor Bradley	Chief Financial Officer
Claudette Gallant	Special Projects
Floyd Gaudet	Customer Service
Heather Myers	Disposal
Merie Surkan	Public Relations & Education

CEO MESSAGE

Gerry Moore
CEO, IWMC

Twenty years ago, Waste Watch became a way of life for the residents of East Prince. Based on the initial successes achieved by these participants, the Program was expanded Island wide in 2002, and at that time all rural unlined dumpsites were closed. At its inception in 1994, Waste Watch not only met the immediate needs, but was designed with built-in flexibility to accommodate changes as advancements in waste management transpired. Over the past 20 years, new programs have enhanced PEI's programs, including most recently the launch of stewardship programs for electronics and paints where the cost of disposal is shared with manufacturers.

The fiscal year ending March 31, 2014 was significant for IWMC as it was an opportunity to celebrate the 20th anniversary of Waste Watch and reflect on the many successes achieved. Since 1994, approximately 925,000 tonnes (or over 2 billion pounds) of material has been source separated and diverted from landfill. To put things in perspective, this represents about 276,000 truckloads of material sent for recycling and composting that without Waste Watch would have been buried.

This year, IWMC recorded its eighth straight year of operational profit which really says a lot as Waste Watch is one of the only waste management programs in North America that does not receive supplemental funding from any level of government.

On behalf of IWMC staff and management, and also the many contractors, drivers and other service providers involved in our programs, I would like to thank Islanders for their efforts and commitment over the years. We certainly have proven that by working together, we DO make a difference in protecting our environment.

Respectfully,

G Moore

Gerry Moore, Chief Executive Officer
Island Waste Management Corporation

WASTE WATCH

Island Waste Management Corporation (IWMC) is a provincial Crown Corporation that administers and provides solid waste management services throughout Prince Edward Island. Our mandate is to deliver a **cost-effective** and **environmentally-responsible** provincial waste management system to both the residential and commercial sectors of PEI. The Corporation is organized under a Board of Directors representing various sectors across the Province. Day-to-day operations are managed by the Chief Executive Officer and a team of dedicated employees.

In 2014, IWMC celebrated the 20th anniversary of the initial launch of Waste Watch, PEI's answer to waste diversion and the proper disposal of unwanted material. The program was developed in the early 1990s by a committee of local, municipal and provincial representatives tasked with selecting a landfill site. The committee determined that the way PEI handled waste required rethinking and should move forward in a more environmental manner. Waste Watch is based on a single premise — mandatory sorting — which reduces landfillable waste by composting organics, marketing recyclables, and properly managing items that require special disposal such as hazardous materials, tires, white goods, medication, sharps, electronics and batteries.

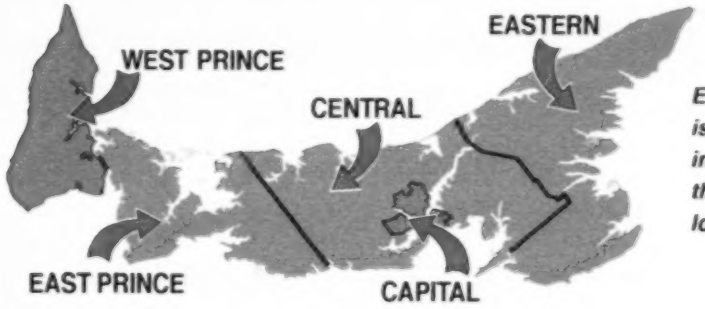
On PEI, the initial sorting of 'waste' into RECYCLABLES, COMPOSTABLES and WASTE at the source at homes, businesses, and institutions is the key to the entire system.

Waste Watch was initially implemented in the East Prince Region of the Island, and in 2002 expanded Island wide. Many things have changed in 20 years, and IWMC has continued to build on earlier successes in an effort to divert even more resources from landfill. The PEI Waste Watch Program produces some of the highest waste diversion figures in North America. Mandatory participation is one of the main reasons the program is a success and it is the most cost-effective and precise way to separate different waste streams. The residents of Prince Edward Island have proven that the goal to divert waste from landfill can be achieved. ***IWMC continues to lead the way by example thanks to the support and dedication of all Islanders.***

RESIDENTIAL PROGRAM

Households are assigned two carts—green for compostables and black for waste. Carts are collected every week, with the green cart collected one week and the black cart the next. Blue bags, used for recyclables, are collected monthly. Residential customers are also provided with Spring and Fall Cleanup and a Christmas tree collection. In 2014, property owners were charged an annual fee of $205 (per household) on their property tax bill which covers the cost of carts, collection fees, and disposal costs for the entire year. Seasonal properties were charged $95 and received collection from June through September. An extended cottage collection is available from mid-May through the end of October for a seasonal rate of $120.

Depending upon need at multiple-unit or apartment complexes, each unit may be assigned a set of carts, or several units may share a set of carts. Some apartments may have containers for recyclables while at others, tenants place blue bags curbside on collection day. As required, IWMC staff work with individual landlords and/or property owners to help establish appropriate sorting stations and collection service for each facility.



Each homeowner/tenant is provided with pick-up information based on their geographical location.

INDUSTRIAL, COMMERCIAL & INSTITUTIONAL SECTOR

Businesses must arrange for a waste contractor to collect their sorted material or they may opt to self-haul their material to a Waste Watch Drop-off Center. Fees, based on weight, are charged for the disposal of commercial wastes at IWMC facilities.

Because participation is mandatory, businesses must provide sorting receptacles for their employees and guests. The commercial tippage fee for this fiscal period was $100 per metric tonne at IWMC's final disposal facilities. Fees for other material types are posted at disposal facilities and are determined based on the Corporation's cost to properly dispose of them.

DISPOSAL FACILITIES

PEI's sorted waste material is processed for final disposal at one of the following facilities:

- **PEI Energy Systems** (energy from waste facility)
- **East Prince Waste Management Facility** (fully-lined landfill cell)
- **Central Compost Facility** (organics processing)
- **GreenIsle Environmental Inc.** (recycling facility)

Some materials received at IWMC's facilities require special handling and disposal as specialized facilities are not currently available on PEI. Materials requiring specific disposal are sent off Island for appropriate processing and/or final disposal. Examples of such material types include hazardous waste, fly ash, batteries, and electronics.

IWMC has also established six Waste Watch Drop-Off Centers (WWDCs) which are geographically located across the province to offer disposal services to the general public as well as small business owners. Sorted material is transported from the WWDCs to the appropriate final disposal location.

PEI ENERGY SYSTEMS (PEI ES)

PEI ES is a privately owned and operated incinerator which burns municipal solid waste under contract with IWMC. The facility provides steam and/or hot water heat to a 15-km heat distribution system throughout the core area of the City of Charlottetown. The plant serves over 60 customers and heats 84 buildings, including all the provincial buildings, the University of PEI (UPEI), Holland College, two shopping malls and many other apartment and commercial buildings in the centre of Charlottetown. Energy for cooling is also provided to the Queen Elizabeth Hospital and UPEI. During this fiscal period, 26,697 tonnes of waste were processed for energy.

A total of 429 tonnes of fly ash generated at PEI ES was collected, transported and properly disposed of at an approved off-Island facility by NewAlta Industrial Services Inc.

PEI Energy Systems aerial view (above). Removing the old truck scales (below).

EAST PRINCE WASTE MANAGEMENT FACILITY (EPWMF)

EPWMF, owned and operated by IWMC, is located in Wellington Centre, PEI and serves as a final waste disposal facility for contracted haulers. EPWMF is the only sanitary landfill within the province and features the following:

- second-generation lined landfill
- on-site wastewater treatment facility
- windrow composting facility
- tire storage
- Waste Watch Drop-Off Center
- drop-off depot for electronics
- household hazardous waste receiving facility

Waste materials destined for landfill are generated primarily from Prince County. Material generated in the remaining areas of PEI is transported to PEI Energy Systems.

Landfill

The landfill is approximately 22 acres in size and is being developed in six or seven cells. A high-density, polyethylene synthetic liner is used to prevent leachate migration into the groundwater.

Waste loads arriving at EPWMF are inspected for content and contamination prior to spreading on the landfill. Waste is covered daily with either bottom ash, construction and demolition material, compost screenings or clay. This layer reduces the amount of litter blowing throughout the facility.

EPWMF Waste Watch Drop-Off Center (WWDC)

A WWDC is located at EPWMF for the general public and small businesses. This depot provides convenience to both residential and commercial customers to unload their sorted material. The WWDC houses five containers at a lower elevation as well as areas to store construction and demolition debris, asphalt shingles, yard and garden debris, bulk waste, white goods, and a household hazardous waste depot. Waste material is taken from this area and landfilled on site, while other materials are transported to appropriate final disposal facilities or off Island for recycling or special disposal.

During the fiscal period, a concrete block wall was constructed to segregate bulky waste, yard trimmings, asphalt shingles and C&D materials.

Used Tire Management

EPWMF houses a storage site for used tires that are collected across geographical sites on the Island through a private contract.

EPWMF - TONNAGE (Fiscal Year)

TYPE	2014	2013	2012
Waste	24,877	24,831	27,777
Bottom Ash	7,475	9,015	8,563
Compost	1,194	1,124	1,145
Contaminated Soil - Residential	2,174	4,116	7,405
Contaminated Soil - Commercial	1,201	2,185	602
Hazardous Waste (Est.)	37	36	49
Metals & White Goods	133	120	142
Tires	2,285	2509	2,417
Contaminated Material	697	818	1,299
Recyclable Silage Wrap	199	129	33
TOTAL	40,272	44,883	49,432

New concrete block wall at EPWMF.

Aerial view of EPWMF in Wellington (above).

View of the settling pond at EPWMF (below).

Wastewater Production, Treatment and Monitoring

EPWMF's wastewater treatment system consists of an aerated lagoon, settling lagoon and a constructed wetland. Wastewater is pumped through the force main into the aerated lagoon where air is introduced to assist in the treatment process. The material then flows to a settling pond. From the settling pond, treated water flows through a constructed wetland made up of natural vegetation.

During this reporting period, 49,251 cubic meters of wastewater was captured in the collection system and treated on site. No leachate was sent off site for treatment. Monthly samples were drawn for laboratory analysis from sump buildings at each of the five cells and analyzed under the parameters outlined in the Department of Environment, Labour & Justice (DEL&J) Waste Resource Management Regulations.

The on-site wastewater treatment system is monitored for flow rates every day the site is open. On a monthly basis, the effluent from the aerated lagoon and settling lagoon are sampled for analysis. Effluent from the constructed wetland is also sampled monthly unless otherwise directed by DEL&J.

The results from monitoring are forwarded to DEL&J regularly.

Groundwater and Surface Water Monitoring

Throughout the facility are a series of groundwater monitoring wells (GMW) sunken at different levels. MacLyn Enterprises Incorporated collected samples from 25 wells in the spring and 24 in the fall. Samples were also collected from the stormwater retention ponds and connecting manhole access ports, and spring (artesian well). These samples were analyzed at a laboratory for the parameters outlined in the Environmental Protection Act Waste Resource Management Regulations issued by DEL&J.

Composting Operations

EPWMF processes special organic materials such as fat and batter crumbs and potato sludge from local food processing operations in its aerobic, open windrow composting operation. Compost produced at EPWMF is utilized on site as intermediate cover material or vegetation layer at the landfill cell.

Contaminated Soil

During the fiscal period, 3,375 tonnes of contaminated soil was received at EPWMF and treated according to the sites contaminated soils management strategy. The amount of contaminated soil received represents a decrease of 46% compared to the previous year.

CENTRAL COMPOST FACILITY (CCF)

The Central Compost Facility, located in Brookfield, is owned by IWMC and operated under contract by ADI International Ltd. Source-separated organic feedstock is delivered to the site by commercial haulers and weighed, categorized and dumped on the tipping floor of the Receiving Building. Obvious contaminants are removed and the material is loaded into a coarse shear shredder then over a disc screen that separates the larger organics (i.e. boxboard) from smaller organics (i.e. food scraps). Organics (both large and small) go through separate sorting lines where contaminants are removed. Large organics are shredded to reduce their size and stored in holding bunkers. Yard debris such as branches and leaves are ground using a large shredder. All finished compost is used entirely on PEI, mostly for agricultural-related uses.

During fiscal 2014, CCF received 19,120 tonnes and produced 9,517 tonnes of final product. Regular sampling was performed and analyzed for the parameters outlined in the Environmental Protection Act Waste Resource Management Regulations issued by DEL&J.

WASTE WATCH DROP-OFF CENTERS (WWDCs)

In addition to the WWDC located at EPWMF, IWMC has established five other sites across PEI to accept items not collected at curb and to provide disposal alternatives for small business owners to self-haul sorted material. With the exception of GreenIsle, WWDCs are operated by IWMC. GreenIsle, located in Charlottetown, is owned by GreenIsle Environmental and operated under contract with IWMC. Refer to the map on page 5 for WWDC locations across the Island. At the WWDC, material is received, stored and subsequently transferred to a final disposal site or recycling facility by IWMC staff using two tandem axle roll-off trucks. The operating system consists of a series of disposal stations using 40 to 50 cubic yard roll-off containers. When customers arrive at a WWDC, vehicles are weighed, and sorted material is taken by the customer to the appropriate station. Disposal fees are charged for most items with the exception of:

- Bio-medical waste / medication (residential only)
- Large household furniture (mattresses, couches, etc.)
- White goods (fridges, stoves, etc.)
- Household hazardous waste
- Electronics
- Paint
- Tires
- Clean agricultural silage wrap

Each WWDC site is attended by a scale operator and a site inspector and is open to the public various hours based on seasonal needs. GreenIsle and EPWMF are open Monday to Saturday, however rural sites are operational between 2.5 and 3.5 days per week, some with increased hours during summer to accommodate heavier demands.

A new waste compactor was installed at Murray River Waste Watch Drop-Off Center during the fiscal year to make transportation costs more efficient when delivering materials for final disposal.

COMPOST PRODUCED AT CCF

FISCAL YEAR	TONNAGES RECEIVED	COMPOST PRODUCED
2014	19,120	9,517
2013	18,899	8,756
2012	19,352	9,013
2011	20,223	12,523
2010	21,886	10,555

IWMC DISPOSAL SITES

MATERIALS RECEIVED AT WWDCs*
(Tonnes per Fiscal Year)

WWDCs	2014 CUSTOMERS	2014 TONNAGE
Brockton	4,886	1,111
Dingwells Mills	4,969	758
GreenIsle	49,715	10,316
Murray River	4,058	598
New London	6,302	912
TOTAL	69,930	13,695

** At EPWMF, WWDC customers and tonnages cannot be tracked separately from other material received at this location.*

TOTAL TONNAGE
PEI FINAL DISPOSAL SITES

SITE	2014	2013	2012
East Prince Waste Management Facility (EPWMF)	40,455	44,912	49,730
PEI Energy Systems (PEI ES)	25,697	26,525	26,215
Central Compost Facility (CCF)	19,120	18,899	19,352

PEI TOTAL WASTE VOLUMES
(Tonnes per Fiscal Year)

MATERIAL TYPE	2014	2013	2012
Compost (contaminants removed)	19,403	18,131	18,168
Waste	51,100	51,938	55,078
Recyclables	11,560	12,793	10,590
Metals and White Goods	27,531	17,074	18,034
Tires	2,346	2,464	2,417
HHW	125	202	307
Electronics	637	652	606
Paint	64	31	N/A
Batteries	16	14	N/A
Silage	59	34	N/A
Other Provincial Programs	2,919	3,248	4,753
TOTAL	115,760	106,581	109,953

GREENISLE ENVIRONMENTAL

Under contract with IWMC, the GreenIsle recycling facility in Charlottetown is the major processor of recyclables for Prince Edward Island. This privately-owned facility receives, processes and ships over 250 tonnes of recycled materials to markets per week. Materials such as PET#1, HDPE#2, rigid and film plastics #2 - #5, coloured and clear glass, metals, corrugated cardboard, newsprint, and mixed office paper are processed. The organization also operates a smaller recycling facility in Summerside, PEI where corrugated cardboard is processed.

FORMER COMMUNITY DUMP SITES

Queens County Regional Landfill, located in the community of Milton, is no longer in use. The building and site are used for storage of Waste Watch carts and roll-off containers. MacLyn Enterprises Incorporated collected samples from 17 groundwater monitoring wells in October 2013. The samples were analyzed at a laboratory for the parameters outlined in the Department of Environment, Labour & Justice EPA - Waste Resource Management Regulations.

Groundwater monitoring was also conducted at the former landfill sites in Cardigan and St. Eleanors. MacLyn Enterprises Incorporated sampled 18 monitoring wells in Cardigan and 6 wells and 4 stream locations in St. Eleanors in October. These samples are sent to a laboratory for analysis and a report is issued to IWMC for each site. The reports are also submitted to the DEL&J to fulfill the commitment for continued monitoring at closed landfill sites.

DIVERSION FROM LANDFILL

For the fiscal year ending March 31, 2014, PEI has diverted 64,660 tonnes of material from landfill.

This does not include:

- material that is diverted privately (such as recyclables, metals, cooking oils, etc.);
- cardboard and plastics from larger commercial establishments such as Cavendish Farms, Wal-Mart, McCain Foods, etc. who recycle outside of IWMC's system;
- waste diversion activities such as backyard composting, grasscycling, commercial mulching operations, etc.

Provincial programs noted on the diversion chart (see left) include beverage container bottles, used oil, lead acid batteries, rechargeable and non-rechargeable batteries, and pesticide containers.

SPECIAL DISPOSAL

The success of the Waste Watch program hinges on customers, both residential and commercial, doing their part to sort waste resources into **RECYCLABLES**, COMPOSTABLES, and **WASTE**. This represents the 'bulk' of waste material generated on PEI, however IWMC administers and/or supports several other programs for materials requiring special disposal.

HOUSEHOLD HAZARDOUS WASTE (HHW) PROGRAM

Household waste material that poses a risk to health, safety or the environment is considered HHW. This includes products which are corrosive, reactive, toxic, or flammable as well as products such as fluorescent bulbs that contain heavy metals.

EXAMPLES OF HHW INCLUDE:

- adhesives, silicone, etc.
- items containing mercury
- pesticides, herbicides, etc.
- paints, solvents, etc.
- cleaners
- propane cylinders
- aerosol cans (with contents)
- fluorescent lights

IWMC has established HHW depots at all WWDCs. These depots are equipped with conventional personal protective gear and safety equipment, and staff responsible for the direct handling of HHW are provided with specialized training. Due to the nature of these products, HHW is never collected curbside. Residents must deliver them to a HHW depot at no charge.

With the exception of paint, hazardous wastes produced by the industrial, commercial and institutional sector are not accepted at IWMC facilities. Businesses must safely and properly dispose of this material by making arrangements with a hazardous waste carrier.

The HHW program also features special disposal programs to handle household batteries, pharmaceuticals, and sharps. This material is accepted at HHW depots, however IWMC offers community-based alternatives which enhance customer flexibility and convenience.

HHW PROGRAM cont'd

Don't Get Stuck

To protect customers and collection drivers from harm, IWMC, in collaboration with the Pharmaceutical Association, Canadian Diabetes Association, McKesson Canada and DEL&J, offers a safe needle disposal program for residents. Approved needle containers are provided at no charge to customers at local pharmacies and through Needle Exchange Programs. Customers use these approved containers to store used sharps and the full container is returned to local pharmacies, needle exchange locations or to a Waste Watch Drop-Off Center for disposal.

Approximately 3,081 5-litre containers of sharps were collected during the reporting period. These containers are transported to PEI ES for incineration.

Take It Back

Through association with the PEI Pharmaceutical Association and DEL&J, IWMC administers a safe medication disposal program for residents. At no cost, residential customers can return unused prescription and non-prescription medicine to Island pharmacies.

During the fiscal period 39 lab packs, and 105 20-litre containers (approximately 8 tonnes) of pharmaceuticals were received and shipped to Ontario for final disposal.

Battery & Cell Phone Recycling Program

Through the Battery Re-Store Program, residential customers continued to utilize convenient battery containers placed at PEI's major grocery stores. IWMC staff collected batteries and cell phones from these locations and packed them in 45-gallon drums to be transported to the Call-2-Recycle organization for recycling.

A total of 16 tonnes of rechargeable, non-rechargeable and cell phones were collected and transported off Island over the year.

Paint Stewardship Program

The Paint Stewardship Program is funded by Product Care which is a non-profit organization that operates a variety of product recycling stewardship programs across Canada. No recycling fee or environmental handling fee is added to the retail price of paint products, and the cost of disposal was covered completely through the program. Paint products and aerosols are accepted at no charge from commercial and residential customers. During this fiscal period, 64 tonnes of paints and aerosols were received and transported off Island for recycling.

SILAGE & BOAT SHRINK WRAP PROGRAM

Silage and boat shrink wrap is accepted at no charge at WWDCs from the farming and commercial sectors. During this fiscal period a total of 59 tonnes of wrap was received, baled and shipped to recycling markets.

METALS AND WHITE GOODS

During this fiscal period, IWMC reported 27,531 tonnes of metals and white goods recycled on PEI. This number represents material accepted and processed by privately-owned and managed scrap metal dealers. White goods, or items such as fridges, stoves, washers, freezers, etc., are accepted at all WWDCs at no charge. Through contract with IWMC, RDMD provides a service to remove harmful ozone depleting substances such as Freon, and the white goods are then transported to recycling markets. WWDCs accept metal products from residential and commercial customers. There is a disposal fee imposed on metals, however the fee is waived on all white goods delivered to IWMC facilities.

Small metal household items are considered part of IWMC's Blue Bag Program. Items that contain 50% or more metals may be placed directly into blue bags for monthly collection. Larger items such as barbeques, are also collected provided these materials have been dismantled.

ELECTRONICS RECYCLING PROGRAM

The Electronics Recycling Program is managed in collaboration with the Electronics Recycling Association (EPRA). EPRA is a national, non-profit organization entrusted with improving the efficiency and effectiveness of Canada's regulated electronics stewardship programs.

Fees are applied to the sale of new electronic products through EPRA, and these fees are used for the administration, collection, transportation and responsible recycling of this material. The funds also help cover the cost of recycling older electronic products to ensure they are processed responsibly. All Island WWDCs have been designated to accept electronics on behalf of EPRA. Material is accepted at no charge from both the commercial and residential sectors. Electronic products are not collected curbside. During this fiscal period a total of 637 tonnes were dropped off at WWDCs and shipped off Island for recycling.

OTHER DISPOSAL & RECYCLING PROGRAMS

While IWMC has the mandate to manage waste on PEI, other programs which are administered by various government departments and private industry exist throughout the province. Some of these programs include:

- Beverage Container Refund Program
- Used Oil Program
- Lead-Acid Battery Program
- Pesticide Container Disposal
- Laser & Inkjet Cartridge Recycling
- Propane Tank Exchange Program
- Construction & Demolition Disposal Facilities
- Battery Recycling (IC&I sector)

EDUCATION & AWARENESS

Communication with the public is a critical component for the success of the Waste Watch Program. While most Islanders have adopted good sorting practices into their day-to-day lives, reminders are often necessary. It is also important to ensure that the public is aware of any new waste management initiatives and to share our successes with our customers.

EDUCATION & AWARENESS

Education Program

IWMC produced a variety of tools to assist customers with participation in the Waste Watch Program and to help reinforce required changes. These tools include a semi-annual newsletter/calendar, sorting guides, electronic newsletters, website, and notices in local community newsletters. PR staff also partner with businesses as well as municipal and provincial government organizations to produce custom material as required and to lend support to public initiatives.

The Public Relations and Marketing Department produces material to facilitate the introduction of new programs such as this year's Paint Stewardship Program and the expansion of the Battery Program to the business sector.

In 2014, we celebrated and recognized the achievements of 20 years of Waste Watch. Focus has also been on schools requesting assistance in improving their sorting levels, campgrounds attempting to increase participation, and on curbside education. As a result of recent changes to collection contracts, it was necessary to revise collection maps to ensure efficient collection service.

Electronics Recycling

IWMC management continued to work closely with Electronic Products Recycling Assocation with electronic recycling education. Public reminder campaigns were provided prior to Spring and Fall Cleanup.

In celebration of Earth Day 2013, IWMC supported Holland College, Prince of Wales Campus in Charlottetown with their second annual Electronic Roundup. This event was held on campus grounds and included a convenient, one-day drop-off depot for unwanted electronics, batteries, and ink cartridges.

Electronics roundup at Holland College.

EDUCATION & AWARENESS cont'd

Curbside Monitoring & Education

The Curbside Monitoring Program involved targeting homes along specific routes for cart monitoring in advance of the collection vehicles. Carts containing well-sorted material were left with "Great Job" tags to acknowledge the homeowners' efforts. When sorting improvements were required, tags were attached to the cart to further guide participants.

Prior to assessments at these targeted residences, the monitoring team determined the set-out rate for blue bags was approximately 40%. The program was a success, noting a 300% increase in the number of blue bags (recyclables) placed curbside for collection.

Tenant Participation

Efforts continue to support tenants of multi-unit apartment buildings. PR staff work closely with apartment owners and superintendents to develop custom signage and posters to help reinforce specific challenges faced at apartments. These posters help support the direction tenants are given by their landlords with a message that Waste Watch is mandatory for all Islanders, including those who rent apartments and other residential units.

Education at Schools and Institutions

The Corporation works closely with and supports the efforts of schools, post-secondary establishments and other institutions. When requested, IWMC staff work with faculty/management to design and develop custom educational tools to facilitate sorting for the target audience. When working with schools, dialogue with cafeteria contractors is part of the process. Recommendations are made to reduce the amount of waste generated by simply incorporating alternate choices for serving lunches.

One of our educational resources, an interactive sorting game, has proven to be very popular with students of all ages (from preschoolers to seniors). To accommodate the demand, the Corporation added additional sets to its inventory to allow schools and institutions to borrow them. These graphic-based tools are effective particularly for students new to the Island or those with language or disability barriers. They are accessed regularly by Holland Colleges ESL instructors and facilitators of special learning institutions. Several new tools were developed over the past fiscal period to assist teaching staff with adopting good Waste Watch habits for students. These include:

- A new annual School Newsletter to identify key challenges identified at some schools;
- A junior high video produced in conjunction with East Wilshire Junior High School;
- "The Story of Compost", a lap book developed for pre-school aged children;
- Flash cards and colouring pages which may be used as a supplemental resource for younger students.

PUBLIC RELATIONS ACTIVITIES

Presentations and Tours

By request, IWMC employees deliver custom presentations to schools, community groups, and businesses. Where issues have been presented, staff may participate in an audit of the sorting levels at the school or business and incorporate suggestions for improvement as part of a presentation. Presentations may include an overview of IWMC, a comprehensive synopsis of the Waste Watch Program and Sorting Guidelines, or may be specific on a topic such as composting.

IWMC encourages the public and schools to tour its facilities, and assists with the coordination of tours to privately-owned waste management partners such as GreenIsle and PEI Energy Systems. Feedback from tour participants is extremely positive.

Women's Institute Initiatives

IWMC supports the Women's Institute with many of their environmental initiatives. The Women's Institute celebrated the 40th anniversary of their Roadside Cleanup. In commemoration of this milestone, IWMC assisted with the promotion of the event, provided bags, and helped administer a participant contest. IWMC organized a cleanup of the West Royalty Industrial Park and roads forming the perimeter, and invited neighbouring businesses to participate.

Plant a Row – Grow a Row

IWMC is the Island sponsor of the annual Plant a Row – Grow a Row Program where gardeners are encouraged to plant an extra row of vegetables to donate to a food bank or soup kitchen. Posters and literature are developed and distributed to garden centers to encourage their involvement. IWMC staff also make presentations as requested and maintain contact with Island garden centers to help promote this program.

Provincial Science Fair

IWMC is a sponsor of the Provincial Science Fair in the specialty category of Waste Reduction and Management. The sponsorship involves providing judges at the school and regional levels. The Corporation's involvement in this initiative supports the efforts of students with their projects reflecting the importance of waste management and diversion.

Community Involvement

Other activities the Corporation was involved with this year included:

- Children's Tree Lane for the Children's Wish Foundation
- Adopt-A-Corner Project with Communities in Bloom
- Adopt-A-Highway
- Waste Reduction Week activities
- Police Spring Medication Roundup

CUSTOMER SERVICE

RESIDENTIAL SERVICES OFFERED BY IWMC	RESIDENTIAL	APARTMENTS	COTTAGES
Bi-weekly Cart Collection	✔	✔	✔
Monthly Blue Bag Collection	✔	✔	✔
Free Saturday Morning Blue Bag Drop-Off	✔	✔	✔
Christmas Tree Collection	✔	✔	
Spring & Fall Cleanup	✔	✔	
Proper disposal of all items collected curbside	✔	✔	✔
Free HHW, electronics, white goods, tires and bulky item disposal at WWDCs	✔	✔	✔
Maximum $20 cap for sorted materials at WWDC	✔	✔	✔
Operation of IWMC Disposal Facilities & Program Administration	✔	✔	✔

For homes, businesses and institutions, the initial sorting of waste into recyclables, compost and waste at the source is the key to the entire system. IWMC's Customer Service Center staff receive inbound calls and make outbound calls to customers with concerns or questions. During this fiscal period, a total of 49,784 calls were processed reflecting calls in queue and internal lines, outgoing calls and voice mail. In addition, a total of 1,620 info-line e-mail messages were recorded as well as 548 on-line requests through our website's interactive service. IWMC's website offers comprehensive information on our programs and features interactive forms, sorting guides, guidelines, special bulletins, storm updates, external links and a French section. A total of 92,678 visits to our website were recorded with a total page viewing of 263,766.

SERVICES OFFERED

Residential Customers

Households receive bi-weekly cart collection for waste and compost and monthly collection of recyclables. In addition, a cleanup program is offered during spring and fall, and Christmas trees are collected in January.

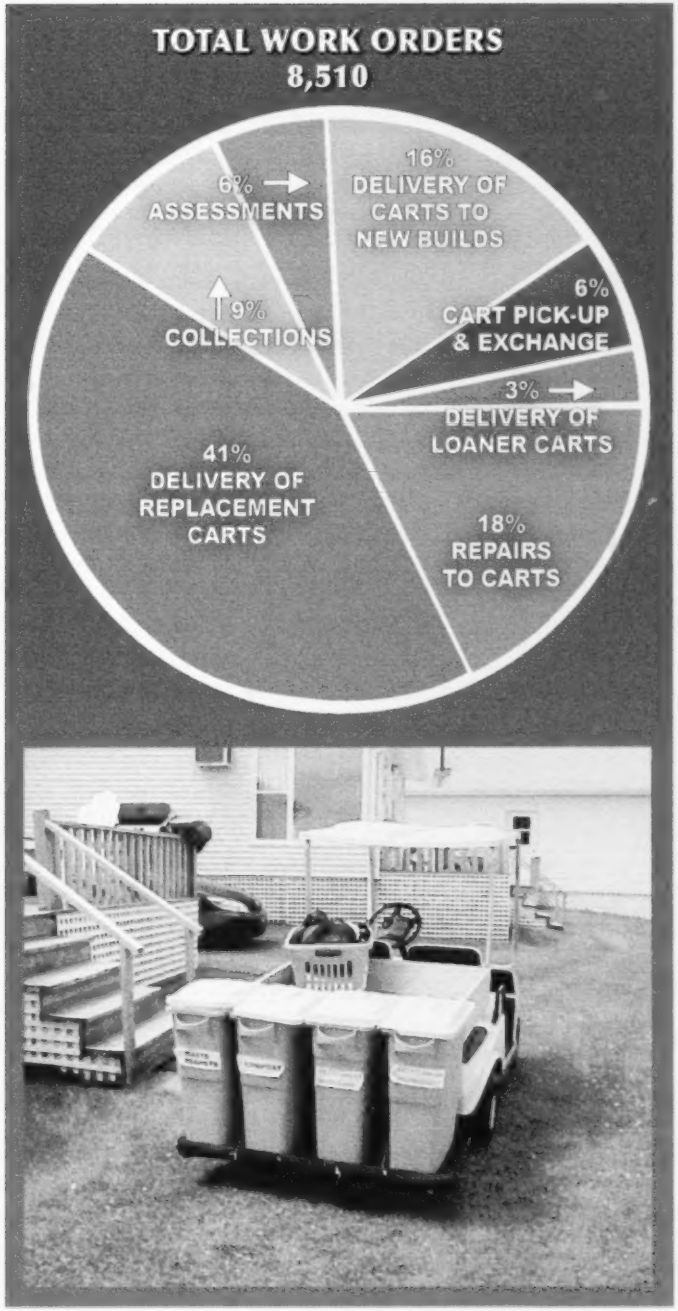
Other programs exist for material not collected curbside. Homeowners are responsible to ensure proper disposal.

Multi-Family Dwellings

Depending upon the needs of a multi-family dwelling, tenants may be assigned carts on a per-unit basis, or several units may share a set of carts. IWMC staff work closely with apartment owners to provide property assessments with respect to cart corral layouts to optimize truck accessibility, snow removal and tenant access.

Business Customers

Industrial, commercial and institutional businesses follow the same sorting principles as residential customers, however do not receive curbside collection from IWMC. IWMC staff assists businesses with waste audits, provides advice on set up and disposal options, provides custom presentations and helps to resolve waste management issues and challenges as required.



SERVICES OFFERED cont'd

Call Center Support

Customer Service staff handle a wide scope of customer concerns from delivery requests to more complex issues requiring follow up with contractors, building superintendents, homeowners associations, road maintenance departments, taxation and city public works and planning departments.

Contractor/Driver Liaison and Support

All residential collections are provided by private contractors. Customer Service staff work very closely with contractors and drivers to ensure collection services are efficient and uninterrupted. Route challenges are resolved as they develop, and changes in collection schedules are made when necessary to improve service. Information sessions are held with drivers when required, and communication tools are developed to ensure drivers are current on new or revised IWMC initiatives. During this period, an analysis of housing starts and collection concerns was conducted which resulted in restructuring several residential collection routes. New maps were designed, and information packages prepared for customers to advise them of collection day change. The Corporation worked closely with contractors and drivers to ensure the transition was smooth and without interruption of services.

Work Orders

IWMC's Operational Support Technicians (OSTs) completed 8,510 work orders this year, representing an increase of 118% from the previous fiscal period. The majority of work orders involved cart activity such as the replacement and repair of carts as well as the delivery of cart sets and Waste Watch information to newly-built residential and multi-family dwellings. OSTs are also dispatched to conduct assessments on properties and roads, goodwill collections, and to provide one-on-one education and problem resolution to business and residential customers.

The replacement of Waste Watch carts increased by 157% since the last reporting period. Carts have an expected life of 10-15 years, and given the program's 20 year anniversary, it is expected that carts used for this period of time warrant replacement.

Electronic Products Recycling Program (EPRA)

The Customer Service team is trained on the various components of the electronic recycling program to assist customers on Prince Edward Island. Although these calls are routed through a special EPRA phone number, residents utilize this dedicated line as well as the IWMC toll-free number to have their electronic questions answered.

Backyard Collections

The coordination of special assessments is done through the Customer Service Center where customers with special needs are interviewed, their property assessed for accessibility, and backyard service provided for special circumstances. This service greatly assists those that are elderly or mobility impaired.

FINANCE & ADMINISTRATION

WASTE WATCH USER FEES (Fiscal Year 2014)	
Household User Fee	$205 Annually
Cottage User Fee	$95 Annually
Tippage Fee - Final Disposal	$100 Per Tonne
Tippage Fee - WWDC	$115 Per Tonne

HOUSEHOLD COUNT	HOUSEHOLDS	COTTAGES
March 31, 2014	63,004	8,279
March 31, 2013	62,105	8,186
March 31, 2012	61,334	8,124
March 31, 2011	60,470	8,110

The Finance and Administration Department provides corporate services to the other departments of IWMC. These services include payroll, account receivables and payables, purchasing, budgeting, accounting, human resources, and administration.

IWMC maintains an accounting system with related controls that provide the Corporation with reasonable assurances that transactions are properly safeguarded and accounted for and that records are provided for the preparation of audited financial statements.

FINANCIAL HIGHLIGHTS

Highlights for the fiscal period ending March 31, 2014 include: IWMC reported a net profit of $126,940; no rate increase applied to customers during 2014.

ADMINISTRATIVE HIGHLIGHTS

During the fiscal period, IWMC's computer network was integrated with the government network system. Support for desktop, server and backup is managed the the Governments Information Technology Department.

A request for proposal was drafted for the design, development, implementation and support for multi-user software required for Waste Watch fee billing, customer service management and a weigh scale program that would allow IWMC to track, report and manage disposal fee operations.

WASTE WATCH CLIENT BILLING SOFTWARE

The Waste Watch Client is a custom software application which monitors the status of properties in the province, registers carts and applies the appropriate annual Waste Watch fee. This software provides inquiry capabilities of all information related to each property number. The billing report for the annual residential Waste Watch fee is produced by the Finance and Administrative Department. The Waste Watch billing file is sent to Taxation and Property Records (TPR) to be included in their annual property tax bill.

Through this billing process, IWMC received revenue of $13,582,930. Properties that are exempt from property taxes as well as new properties not yet assigned parcel numbers are billed directly by the Corporation. The revenue generated by direct billing was $106,710 for this fiscal period.

FINANCIAL STATEMENTS

Attached are IWMC's audited financial statements for the year ended March 31, 2014. These statements are prepared in accordance with Canadian generally accepted accounting principles and audited by Grant Thornton, Chartered Accountants.